FSC-83-A	5/15/95	TO: ROM
SUBJECT:	DORAL Impact Program / DORAL Brochures	

DISTRIBUTION:

X	AVP	X	CAM	___	ELM
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DM	T&D	REP
1224		
1225		
1226		
1229		
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

DORAL IMPACT PROGRAM FACT SHEETS

(Sent each ROU copy of fact sheet)

NOT VS.!

The enclosed DORAL cigarette outlet brand impact program fact sheet outlines all items available to DORAL heavy-up regions. This fact sheet was contained in the DORAL brochure mailed to all full-time Sales personnel. All of these items, except lighted store name marquee and the customized outdoor awning, must be ordered one time only for your use in 1995. After determining your needs, please complete the order form on the back of the fact sheet and send it to Sharon Peterson in Winston-Salem. These items will be produced and made available to you 6-8 weeks after receiving your order. Please have all orders in by June 9. Your heavy-up budgets will be charged based on your orders.

The lighted store name marquee and the customized outdoor awning will be processed as received on an individual basis. Please refer to the awning and marquee program brochures previously sent. If DORAL heavy-up budgets are to be charged, please route your orders to Sharon Peterson.

Program Contact: Sharon Peterson, extension #2858, Fax extension #3002

DORAL BROCHURES

(Sent each ROU 5 copies of brochure)

The enclosed extra copies of the DORAL brochure are for your use with SRT/PT personnel or full-time new hires. Additional copies are available on a limited basis.

Program Contact: Sharon Peterson, extension #2858

R. J. REYNOLDS TOBACCO COMPANY

Enclosures (sent to ROUs)

51850 3743

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